In the Claims:

1-38. (Cancelled).

39. (Currently Amended) A method for <u>operating an application server to provide</u> ~~providing~~ content to a mobile terminal user based on a location of a mobile terminal, comprising<u>, at the</u> <u>application server</u>:

establishing a plurality of unique internet protocol addresses from each of which unique content may be accessed, wherein said unique content is location specific;

associating each of the plurality of unique internet protocol addresses with different geographic locations based on the location specific unique content;

determining a current location of the mobile terminal;

determining if content is available for the current location of the mobile terminal;

identifying which of the plurality of unique internet protocol addresses corresponds to the current location of the mobile terminal;

delivering the identified address to the mobile terminal such that the mobile terminal user may selectively access the content using the identified address.

40. (Previously Presented) The method of claim 39 wherein the identified address is delivered to the mobile terminal via one of the group consisting of: email, short message service, system signaling seven message, and web page.

41. (Previously Presented) The method of claim 39 further comprising allowing access to the content when the mobile terminal uses the identified address.

42. (Previously Presented) The method of claim 39 further comprising delivering the content to the mobile terminal in response to a request from the mobile terminal using the identified address.

43. (Previously Presented) The method of claim 39 further comprising receiving a trigger initiated by an action of the mobile terminal as a condition of determining the current location of the mobile terminal.

2

44.   (Previously Presented) The method of claim 39 further comprising receiving a trigger unrelated to an action of the mobile terminal as a condition of determining the current location of the mobile terminal.

45.   (Previously Presented) The method of claim 44 further comprising a service to generate the trigger.

46.   (Previously Presented) The method of claim 39 further comprising providing a profile of a user of the mobile terminal, and screening the content associated with the plurality of unique internet protocol addresses based on the profile.

47.   (Currently Amended) An application server ~~apparatus~~ for providing content to a mobile terminal user based on a location of a mobile terminal, comprising:

a network interface;

a control system associated with said network interface and adapted to:

establish a plurality of unique internet protocol addresses from each of which unique content may be accessed, wherein said unique content is location specific;

associate each of the plurality of unique internet protocol addresses with geographic locations based on the location specific unique content;

determine a current location of the mobile terminal;

determine if content is available for the current location of the mobile terminal;

identify which of the plurality of unique internet protocol addresses corresponds to the current location of the mobile terminal;

deliver the identified address to the mobile terminal such that the mobile terminal user may selectively access the content using the identified address.

48.   (Currently Amended) The ~~apparatus~~ application server of claim 47 wherein the identified address is delivered to the mobile terminal via one of the group consisting of: email, short message service, system signaling seven message, and web page.

49. (Currently Amended) The ~~apparatus~~ application server of claim 47 wherein the control system is further adapted to allow access to the content when the mobile terminal uses the identified address.

50. (Currently Amended) The ~~apparatus~~ application server of claim 47 wherein the control system is further adapted to deliver the content to the mobile terminal in response to a request from the mobile terminal using the identified address.

51. (Currently Amended) The ~~apparatus~~ application server of claim 47 wherein the control system is further adapted to receive a trigger initiated by an action of the mobile terminal as a condition of determining the current location of the mobile terminal.

52. (Currently Amended) The ~~apparatus~~ application server of claim 47 wherein the control system is further adapted to receive a trigger unrelated to an action of the mobile terminal as a condition of determining the current location of the mobile terminal.

53. (Currently Amended) The ~~apparatus~~ application server of claim 52 further comprising a service provided computer to generate the trigger.

54. (Currently Amended) The ~~apparatus~~ application server of claim 47 wherein the control system is further adapted to
    provide a profile of a user of the mobile terminal, and
    screen the content associated with the plurality of unique internet protocol addresses based on the profile.

4